

## Immersion & Project Consulting

Final Grades

May 2023

Group	Grade	Notes
Group 1 = Gionavi Shanti, Mithe Novensha Vidya, Rachmat Tauhid Uno, Tenggar Muda Siregar	90	Good to have the elaborated SIRE, but the VUCA appeared to big in consideration to the model in business strategies proposal. This needs to be boiled-down in business strategies which are relevant to the area on-hand; overview business strategies, SIRE, PESTEL, or specifically on P, E, S, T, E, L, or even on SWOT?
Group 2 = Fanny Kariadi, Tiarma Uli Sidauruk, Irwan Hamdi, Joseph (Lee Hyun Joo)	85	Have data with the elaborations but it may not be connected with the model. It shows too much attachments unto the quantitative models. This is really to address the "phenomenon" other than having the restructuring toward the model.
Group 3 = Benny Halim, Astrid Zenia Tanggara, Suhendi	95	Very much thorough and comprehensive. Electric cars are indeed the brand of today. The SWOT & SO/ST/WO/WT and leadership are good
Group 4 = Frederick Ramadhani Samantha, Irri Fisher Nunut, Yulia Fitriana Yunus	95	Employee Branding is comprehensive & the need to get a hold of women leadership in engineering is awesome.

May 30, 2023



Dr. Samuel PD Anantadjaya